

# RJ REYNOLDS

TOBACCO COMPANY

March 20, 1998

RJR Account #154180

Mr. J. Derigo  
DERIGO SALES

S. R. MacLEOD  
Region Operations Mgr  
180 Lawrence Bell Drive  
Suite #108  
Williamsville, NY 14221  
(716) 634-9232  
Fax (716) 634-3145

## SALEM TEAR TAPE PROMOTION #800438: APRIL (#804) / WILSON FARMS

Dear John:

SALEM .30¢ Tear Tape product has been ordered, as well as 102 SKUs of 40-Pack Displays (Item #541964 @ 1/SKU) to pack and ship the above promotion to *Wilson Farms* accounts as identified on the attached Customer List. Displays should be maintained by retailer for future Salem .30¢ Tear Tape promotional shipments (see enclosed Retailer Letter). This product is being shipped @ .30¢ off-invoice.

### Display Detail / Item #541964

<u>SKU CUBE:</u>	0.5020
<u>SKU WT (w/o Product):</u>	1.1350 lbs
<u>Retail Sales Offers per Sku:</u>	40 units
<u>Billing per Sku:</u>	4 Full Price Cartons

RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$196.00 (14 (12M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

PARTNERS 'BONUS' REPORTING DESCRIPTION	'SAL 98 .30/1 PK'
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As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell  
Promotional Coordinator / 1610  
/jc  
cc: K. Jurgensen  
Enc. Retailer Letter  
Retail Customer List

*Cancelled*  
*Shipped*  
*Directed*  
*To Tops*  
*Warehouse*  
3/31/98

**Note to RJR Manager:**  
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

**APRIL DELIVERY**  
**SALEM TEAR TAPE**  
DERIGO SALES / W. Farms

**Product PO #      ; Displays PO #**

<u>UPC Code</u>	<u>SALEM BRAND STYLE</u>	<u>#/ (6M) Cases</u>
12300-24194	Full Flavor	@ .30¢ Off 7
12300-24195	Full Flavor 100	7
12300-24196	Light	7
12300-24197	Light 100	7

Product / Premium Arrival: April 6, 1998

Ship Date to Retail: Week of: April 13, 1998

EFT \$ Amount: \$8,280.44

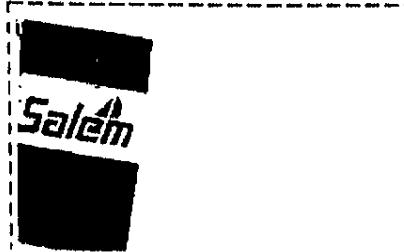
**April Drive Period 804 / Promotion #800438**

**PROMOTION DESCRIPTION: EACH DISPLAY CONTAINS 40 .30¢ OFF PER PACK OFFERS (4 CARTONS). PACK AND SHIP ONE (1) DISPLAY, ALONG WITH ANY ADDITIONAL PRODUCT REQUIRED, AS INDICATED ON THE ATTACHED CUSTOMER LIST.**

**RETAILER NEEDS TO MAINTAIN SALEM 40-PACK DISPLAY FOR FUTURE DISTRIBUTIONS  
(INCLUDE A COPY OF THE ENCLOSED 'RETAILER LETTER'  
IN EACH DISPLAY SHIPPED TO RETAIL)**

**APRIL DELIVERY**

51845 7026



To All RJR Retail Partners

## **RETAILER LETTER**

**SALEM .30¢ OFF / PACK**

**\$3.00 OFF / CARTON**

- THE 40-PACK DISPLAY BEING SHIPPED TO YOU FROM YOUR WHOLESALER FOR SALEM PROMOTED PRODUCT IS TO BE MAINTAINED FOR USE WITH FUTURE SALEM PROMOTIONS THROUGHOUT 1998.
- YOUR WHOLESALER WILL SHIP .30¢ OFF / PACK AND \$3.00 OFF / CARTON PROMOTED PRODUCT WHICH IS TO BE PLACED INTO THE 40-PACK DISPLAY.

AS ALWAYS, THANK YOU FOR YOUR ASSISTANCE IN THE MARKETING OF OUR PRODUCTS.

IF YOU HAVE ANY QUESTIONS REGARDING THIS SHIPMENT PLEASE CONTACT YOUR RJR REPRESENTATIVE.

ROU #1610

51845 7027

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## WORKPLAN VAP TEMPLATE LISTING

 PAGE: 17  
 DATE: 98-03-20  
 TIME: 12:16 PM

 WHOLESALER : 842166 TOPS MARKETS, INC. <DIRECT>  
 TEMPLATE : 800438 80400 SAL 98 .30/1 NO  
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	M85	M100	LT	LT	TOTAL	CHAIN-ID	SUPPLIER
								QTY	QTY	QTY	QTY			
162202	162237	024864	WILSON FARMS #397	123 N MAIN ST	NORTH SYRAC	NY	13212	2	2	2	2	8	4027-0500	
162202	162230	669742	WILSON FARMS #396	8340 OSWEGO STREE	LIVERPOOL	NY	13090	2	2	2	2	8	4027-0500	
162202	162232	719003	WILSON FARMS #398	207 STATE ST	AUBURN	NY	13021	2	2	2	2	8	4027-0500	
162202	162238	767530	WILSON FARMS #772	201 W BROADWAY ST	FULTON	NY	13069	2	2	2	2	8	4027-0500	
162205	162237	060217	WILSON FARMS #393	1120 N SALINA ST	SYRACUSE	NY	13208	2	2	2	2	8	4027-0500	
162205	162230	072903	WILSON FARMS #395	101 VALLEY DR	SYRACUSE	NY	13207	2	2	2	2	8	4027-0500	
162205	162237	762846	WILSON FARMS #390	1718 GRANT BLVD	SYRACUSE	NY	13208	2	2	2	2	8	4027-0500	
162205	162237	762855	WILSON FARMS #391	2450 JAMES ST	SYRACUSE	NY	13206	2	2	2	2	8	4027-0500	
162205	162237	763893	WILSON FARMS #392	1618 2ND NORTH ST	SYRACUSE	NY	13208	2	2	2	2	8	4027-0500	
162205	162231	771159	WILSON FARMS #781	178 MAIN ST	GROTON	NY	13073	2	2	2	2	8	4027-0500	
162205	162231	782991	WILSON FARMS #780	76 N MAIN ST	CORTLAND	NY	13045	2	2	2	2	8	4027-0500	
162601	162629	058772	WILSON FARMS #327	2078 NIAGARA ST	BUFFALO	NY	14207	2	2	2	2	8	4027-0500	
162601	162626	075900	WILSON FARMS #330	492 OLIVER ST	NORTH TONAW	NY	14120	2	2	2	2	8	4027-0500	
162601	162626	226876	WILSON FARMS #360	1504 PINE AVE	NIAGARA FAL	NY	14301	2	2	2	2	8	4027-0500	
162601	162622	303996	WILSON FARMS #339	95 S TRANSIT ST	LOCKPORT	NY	14094	2	2	2	2	8	4027-0500	
162601	162626	398779	WILSON FARMS #318	2620 NIAGARA ST	NIAGARA FAL	NY	14303	2	2	2	2	8	4027-0500	
162601	162626	398807	WILSON FARMS #306	1618 18TH ST	NIAGARA FAL	NY	14305	2	2	2	2	8	4027-0500	
162601	162626	398815	WILSON FARMS #361	1787 LOVE RD	GRAND ISLAN	NY	14072	2	2	2	2	8	4027-0500	
162601	162626	422975	WILSON FARMS #351	2310 HYDE PARK BL	NIAGARA FAL	NY	14305	2	2	2	2	8	4027-0500	
162601	162626	451130	WILSON FARMS #337	1202 N. FALLS BLV	TONAWANDA	NY	14150	2	2	2	2	8	4027-0500	
162601	162629	490483	WILSON FARMS #128	2412 ELMWOOD AVE	KENMORE	NY	14217	2	2	2	2	8	4027-0500	
162601	162625	540545	WILSON FARMS #345	171 GRANT ST	BUFFALO	NY	14213	2	2	2	2	8	4027-0500	
162601	162626	545966	WILSON FARMS #338	837 NASH RD	NORTH TONAW	NY	14120	2	2	2	2	8	4027-0500	
162601	162622	587981	WILSON FARMS #336	43 LINCOLN PARK D TOWN	TONAWA NY	14223	2	2	2	2	2	8	4027-0500	
162601	162626	597988	WILSON FARMS #348	6880 PLAZA DR	NIAGARA FAL	NY	14304	2	2	2	2	8	4027-0500	
162601	162626	672425	WILSON FARMS #332	533 NIAGARA ST	TONAWANDA	NY	14150	2	2	2	2	8	4027-0500	
162601	162622	675049	WILSON FARMS #341	741 KENMORE AVE	BUFFALO	NY	14223	2	2	2	2	8	4027-0500	
162601	162626	719002	WILSON FARMS #730	1490 ELMWOOD & SH	KENMORE	NY	14217	2	2	2	2	8	4027-0500	
162601	162626	743661	WILSON FARMS #381	8109 NIAGARA FALL	NIAGARA FAL	NY	14304	2	2	2	2	8	4027-0500	
162601	162626	763885	WILSON FARMS #732	906 BRIGHTON RD	TONAWANDA	NY	14150	2	2	2	2	8	4027-0500	
162601	162626	764621	WILSON FARMS #322	433 DIVISION ST	NORTH TONAW	NY	14120	2	2	2	2	8	4027-0500	
162601	162626	765000	WILSON FARMS #311	402 NIAGARA ST	NIAGARA FAL	NY	14301	2	2	2	2	8	4027-0500	
162601	162622	765002	WILSON FARMS #350	1 PARK AVE	LOCKPORT	NY	14094	2	2	2	2	8	4027-0500	
162601	162625	765189	WILSON FARMS #326	601 PROSPECT AVE	BUFFALO	NY	14213	2	2	2	2	8	4027-0500	
162601	162629	765214	WILSON FARMS #346	584 ONTARIO ST	BUFFALO	NY	14207	2	2	2	2	8	4027-0500	
162601	162626	765224	WILSON FARMS #352	9101 NIAGARA FALL	NIAGARA FAL	NY	14303	2	2	2	2	8	4027-0500	
162601	162626	765225	WILSON FARMS #353	1500 MAIN ST	NIAGARA FAL	NY	14305	2	2	2	2	8	4027-0500	
162601	162626	765226	WILSON FARMS #354	2824 PINE AVE	NIAGARA FAL	NY	14301	2	2	2	2	8	4027-0500	
162601	162626	765283	WILSON FARMS #355	6955 WARD RD	WHEATFIELD	NY	14120	2	2	2	2	8	4027-0500	
162601	162626	765421	WILSON FARMS #347	2550 MILLERSPORT	GETZVILLE	NY	14068	2	2	2	2	8	4027-0500	
162601	162625	765439	WILSON FARMS #344	256 FOREST AVE	BUFFALO	NY	14213	2	2	2	2	8	4027-0500	
162601	162629	765566	WILSON FARMS #342	2458 DELAWARE AVE	BUFFALO	NY	14216	2	2	2	2	8	4027-0500	

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								QTY	QTY	QTY	QTY					
162601	162626	765575	WILSON FARMS #329	115 BROAD ST	TONAWANDA	NY	14150	2	2	2	2	8	4027-0500			
162601	162626	923391	WILSON FARMS #359	7610 BUFFALO AVE	NIAGARA FALLS	NY	14304	2	2	2	2	8	4027-0500			
162602	162622	128343	WILSON FARMS #340	1623 EGGERT RD	AMHERST	NY	14226	2	2	2	2	8	4027-0500			
162602	162629	396989	WILSON FARMS #319	281 PARKSIDE AVE	BUFFALO	NY	14214	2	2	2	2	8	4027-0500			
162602	162629	397297	WILSON FARMS #357	755 DICK RD	CHEEKTONWAGA	NY	14225	2	2	2	2	8	4027-0500			
162602	162629	397958	WILSON FARMS #317	2761 HARLEM RD	CHEEKTONWAGA	NY	14225	2	2	2	2	8	4027-0500			
162602	162629	397961	WILSON FARMS #316	889 BEACH RD	CHEEKTONWAGA	NY	14225	2	2	2	2	8	4027-0500			
162602	162622	397962	WILSON FARMS #349	79 ROCHESTER RD	MIDDLEPORT	NY	14105	2	2	2	2	8	4027-0500			
162602	162629	535521	WILSON FARMS #312	3428 BAILEY AVE	BUFFALO	NY	14215	2	2	2	2	8	4027-0500			
162602	162629	535523	WILSON FARMS #356	2275 GENESEE ST	BUFFALO	NY	14211	2	2	2	2	8	4027-0500			
162602	162622	563974	WILSON FARMS #366	1820 MAPLE RD	AMHERST	NY	14221	2	2	2	2	8	4027-0500			
162602	162630	566891	WILSON FARMS #389	3336 LATTA RD	GREECE	NY	14612	2	2	2	2	8	4027-0500			
162602	162622	615913	WILSON FARMS #363	4950 HARLEM RD	AMHERST	NY	14226	2	2	2	2	8	4027-0500			
162602	162622	643127	WILSON FARMS #362	5589 TRANSIT RD	EAST AMHERST	NY	14051	2	2	2	2	8	4027-0500			
162602	162630	700398	WILSON FARMS #750	15 LAKE AVE	HILTON	NY	14468	2	2	2	2	8	4027-0500			
162602	162630	710613	WILSON FARMS #382	505 E MAIN ST	BATAVIA	NY	14020	2	2	2	2	8	4027-0500			
162602	162622	747701	WILSON FARMS #731	9440 MAIN/GOODRICH	CLARENCE	NY	14031	2	2	2	2	8	4027-0500			
162602	162621	763309	WILSON FARMS #374	25 CHESTNUT RIDGE	ROCHESTER	NY	14624	2	2	2	2	8	4027-0500			
162602	162625	764506	WILSON FARMS #323	304 ELMWOOD AVE	BUFFALO	NY	14222	2	2	2	2	8	4027-0500			
162602	162629	764608	WILSON FARMS #321	3211 MAIN ST	BUFFALO	NY	14214	2	2	2	2	8	4027-0500			
162602	162622	764630	WILSON FARMS #320	2006 DODGE RD	EAST AMHERST	NY	14051	2	2	2	2	8	4027-0500			
162602	162629	764958	WILSON FARMS #314	1055 WALDEN AVE	CHEEKTONWAGA	NY	14225	2	2	2	2	8	4027-0500			
162602	162629	765384	WILSON FARMS #304	1650 KENSINGTON A	CHEEKTONWAGA	NY	14225	2	2	2	2	8	4027-0500			
162602	162625	765529	WILSON FARMS #343	782 ELMWOOD AVE	BUFFALO	NY	14222	2	2	2	2	8	4027-0500			
162602	162629	194519	WILSON FARMS #334	475 FRENCH RD	CHEEKTONWAGA	NY	14227	2	2	2	2	8	4027-0500			
162603	162625	396951	WILSON FARMS #307	1971 S PARK AVE	BUFFALO	NY	14220	2	2	2	2	8	4027-0500			
162603	162625	396953	WILSON FARMS #703	481 ABBOTT RD	BUFFALO	NY	14220	2	2	2	2	8	4027-0500			
162603	162625	396956	WILSON FARMS #308	2406 S PARK AVE	BUFFALO	NY	14220	2	2	2	2	8	4027-0500			
162603	162625	397350	WILSON FARMS #309	4075 SENECA ST	WEST SENECA	NY	14224	2	2	2	2	8	4027-0500			
162603	162623	440179	WILSON FARMS #333	3725 S PARK AVE	BLASDELL	NY	14219	2	2	2	2	8	4027-0500			
162603	162622	512696	WILSON FARMS #335	4935 WILLIAM ST	LANCASTER	NY	14086	2	2	2	2	8	4027-0500			
162603	162625	554353	WILSON FARMS #315	1540 BROADWAY ST	BUFFALO	NY	14212	2	2	2	2	8	4027-0500			
162603	162623	563984	WILSON FARMS #364	305 BUFFALO ST	HAMBURG	NY	14075	2	2	2	2	8	4027-0500			
162603	162625	586468	WILSON FARMS #302	975 ABBOTT RD	BUFFALO	NY	14220	2	2	2	2	8	4027-0500			
162603	162623	626301	WILSON FARMS #384	4931 S. LAKESHORE	HAMBURG	NY	14075	2	2	2	2	8	4027-0500			
162603	162625	764761	WILSON FARMS #324	537 POTTERS RD	WEST SENECA	NY	14220	2	2	2	2	8	4027-0500			
162603	162625	764965	WILSON FARMS #301	398 DINGENS ST	BUFFALO	NY	14206	2	2	2	2	8	4027-0500			
162603	162625	765099	WILSON FARMS #305	1095 E LOVEJOY ST	BUFFALO	NY	14206	2	2	2	2	8	4027-0500			
162603	162623	765134	WILSON FARMS #331	4981 S. WESTERN B	HAMBURG	NY	14075	2	2	2	2	8	4027-0500			
162603	162629	765599	WILSON FARMS #358	5990 TRANSIT RD	DEPEW	NY	14043	2	2	2	2	8	4027-0500			
162604	162620	029168	WILSON FARMS #378	1691 CULVER RD	ROCHESTER	NY	14609	2	2	2	2	8	4027-0500			
162604	162620	089393	WILSON FARMS #377	2300 MAIN ST E	ROCHESTER	NY	14609	2	2	2	2	8	4027-0500			
162604	162621	375902	WILSON FARMS #365	622 PARK AVE	ROCHESTER	NY	14607	2	2	2	2	8	4027-0500			

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TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	LT		LT		M85	M100	TOTAL	CHAIN-ID	SUPPLIER
								QTY	QTY	QTY	QTY					
162604	162621	492200	WILSON FARMS #369	291 DEWEY AVE	ROCHESTER	NY	14608	2	2	2	2	8	4027-0500			
162604	162621	542132	WILSON FARMS #368	1218 JAY ST	ROCHESTER	NY	14611	2	2	2	2	8	4027-0500			
162604	162620	763233	WILSON FARMS #373	969 BAY ST	ROCHESTER	NY	14609	2	2	2	2	8	4027-0500			
162604	162630	763409	WILSON FARMS #375	4424 LAKE AVE	ROCHESTER	NY	14612	2	2	2	2	8	4027-0500			
162604	162630	763472	WILSON FARMS #376	2678 DEWEY AVE	GREECE	NY	14616	2	2	2	2	8	4027-0500			
162604	162621	763745	WILSON FARMS #379	890 MONROE AVE	ROCHESTER	NY	14620	2	2	2	2	8	4027-0500			
162604	162620	764304	WILSON FARMS #372	233 RIDGE RD E	ROCHESTER	NY	14621	2	2	2	2	8	4027-0500			
162604	162620	764313	WILSON FARMS #370	1475 N GOODMAN AV	ROCHESTER	NY	14613	2	2	2	2	8	4027-0500			
162604	162621	764317	WILSON FARMS #371	884 EMERSON ST	ROCHESTER	NY	14609	2	2	2	2	8	4027-0500			
162604	162621	782992	WILSON FARMS #754	923 S CLINTON AVE	ROCHESTER	NY	14620	2	2	2	2	8	4027-0500			
162604	162620	971111	WILSON FARMS #380	2288 CULVER RD	ROCHESTER	NY	14609	2	2	2	2	8	4027-0500			
162606	162225	128628	WILSON FARMS #383	131 W STATE ST	OLEAN	NY	14760	2	2	2	2	8	4027-0500			
162606	162628	494775	WILSON FARMS #388	67 CHAUTAUQUA STR	LAKESIDE	NY	14750	2	2	2	2	8	4027-0500			
162606	162628	568309	WILSON FARMS #385	340 ALLEN ST	JAMESTOWN	NY	14701	2	2	2	2	8	4027-0500			
162606	162628	740876	WILSON FARMS #721	321 HAZELTINE AVE	JAMESTOWN	NY	14701	2	2	2	2	8	4027-0500			
162606	162628	765318	WILSON FARMS #386	1011 E 2ND ST	JAMESTOWN	NY	14701	2	2	2	2	8	4027-0500			
162606	162628	765450	WILSON FARMS #387	518 N MAIN ST	JAMESTOWN	NY	14701	2	2	2	2	8	4027-0500			

PAGE BREAK TOTAL ACCOUNTS 102 TOTAL QUANTITY 204 204 204 204 816

TEMPLATE TOTAL ACCOUNTS 102 TOTAL QUANTITY 204 204 204 204 816

\*\*\*\*\* END OF REPORT FOR PROMOTION 800438 \*\*\*\*\*

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